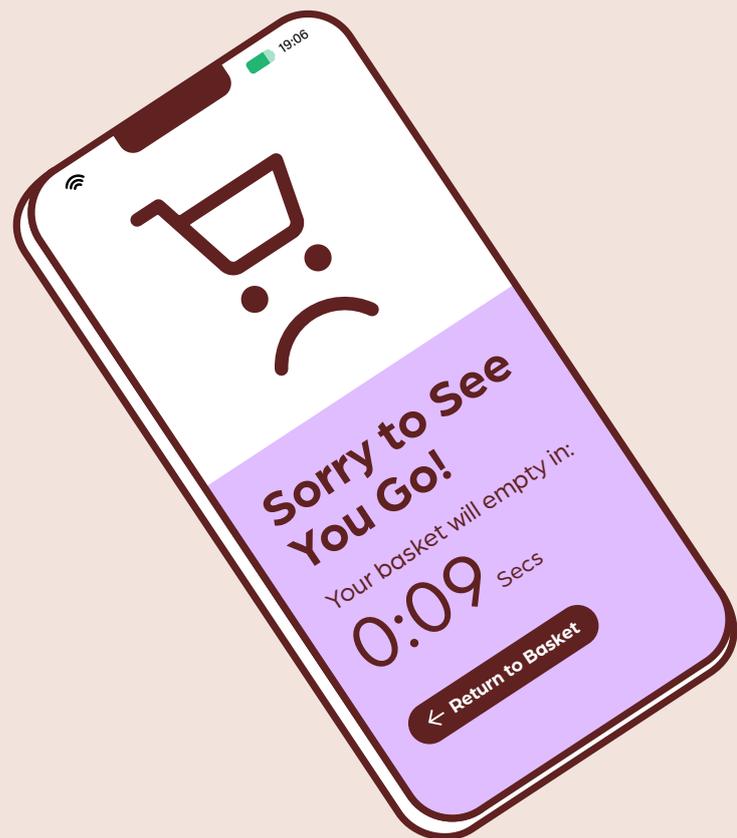


Battling Basket Abandonment: The 2025 Playbook

Why customers leave your checkout
- and how to win them back



The Checkout Crisis

Basket abandonment is no longer a side issue – it's an epidemic. In 2024 alone, £38.3 billion worth of online sales were lost at the final hurdle. And the main reason isn't product or price – it's delivery.

Customers expect fast, flexible, and affordable delivery options. When these don't appear at checkout, they click away. With rising customer expectations, delivery is now make-or-break.

24% of purchases were abandoned in 2024 – up 11% year-on-year.

Takeaway: Every lost basket is lost revenue. Brands must act fast.



Why Customers Walk Away

We surveyed 2,000 UK consumers and the message was loud and clear:

- 47% abandon purchases due to high delivery costs or limited options
- 66% of frequent online shoppers abandon at least 1 purchase monthly
- Gen Z is the least forgiving – 65% drop baskets if delivery disappoints

Today's customers don't just want "fast" – they want choice: standard, tracked, same-day, lockers, eco. And they want clarity: total cost, ETA, and returns process. Without these, they'll go elsewhere.

Takeaway: Delivery choice is no longer a perk – it's a basic expectation.



The Delivery Disconnect

Here's the problem: 80% of brands work with multiple carriers – but only 24% feel confident managing them. This capability gap leads to:

- Poor delivery performance
- Limited checkout options
- Broken promises
- Higher operational costs

Managing multiple carriers is complex – especially for mid-sized brands. But without a solid strategy, you can't offer the choice customers demand.

Takeaway: Effectively managing multiple carriers is foundational to reducing basket abandonment.



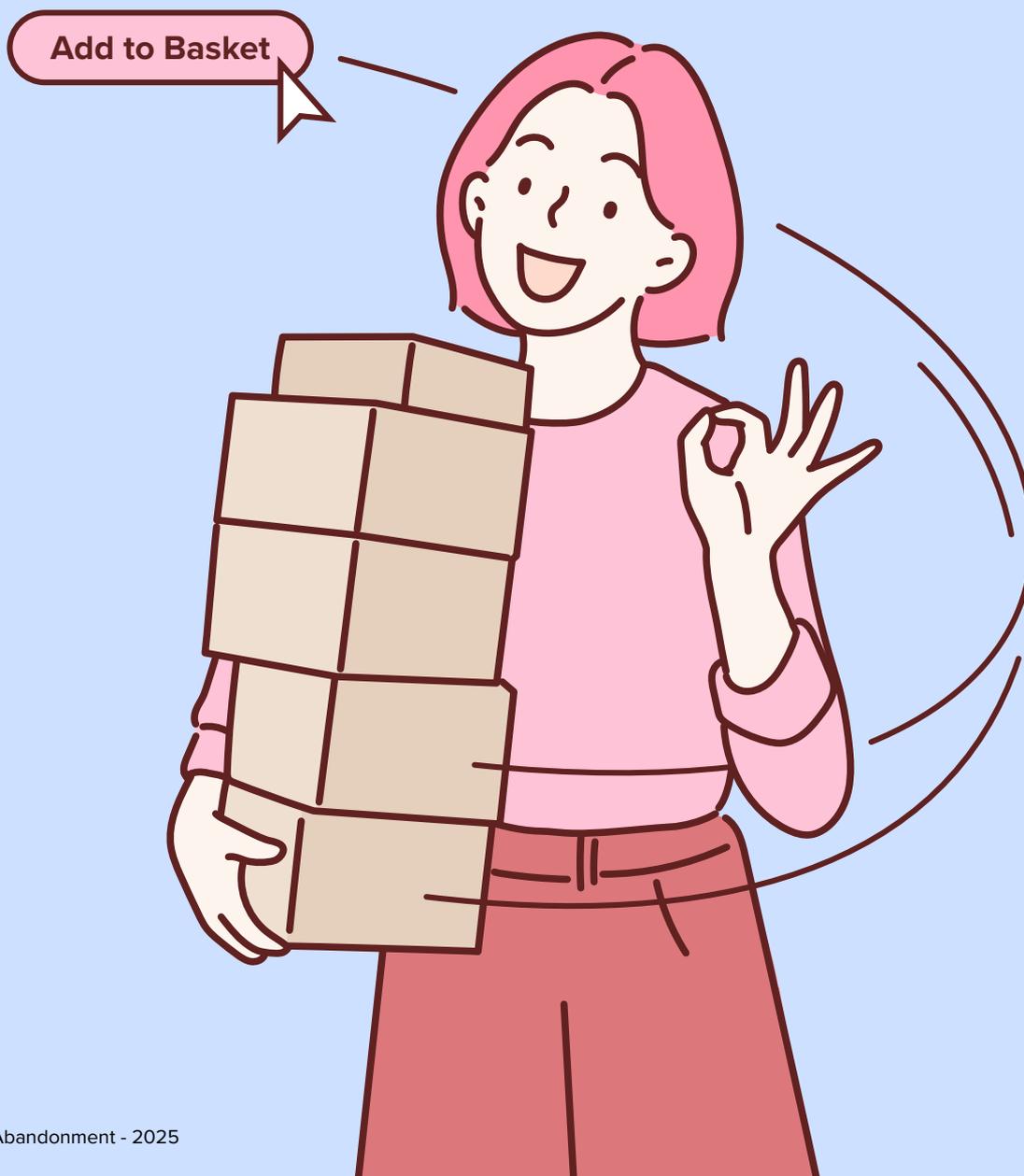
What is Adaptive Commerce?

In today's volatile retail environment, brands must adapt or risk irrelevance. That's why we developed the Adaptive Commerce Model – a framework built around three pillars:

- 1. Customer-facing adaptability:** Personalised delivery, loyalty, and service
- 2. Operational adaptability:** Scalable logistics, forecasting, and merchandising
- 3. Technical adaptability:** Integrated systems, AI, and automation

Each pillar supports a seamless experience – from click to doorstep.

Takeaway: Winning brands are agile, customer-first, and digitally integrated.



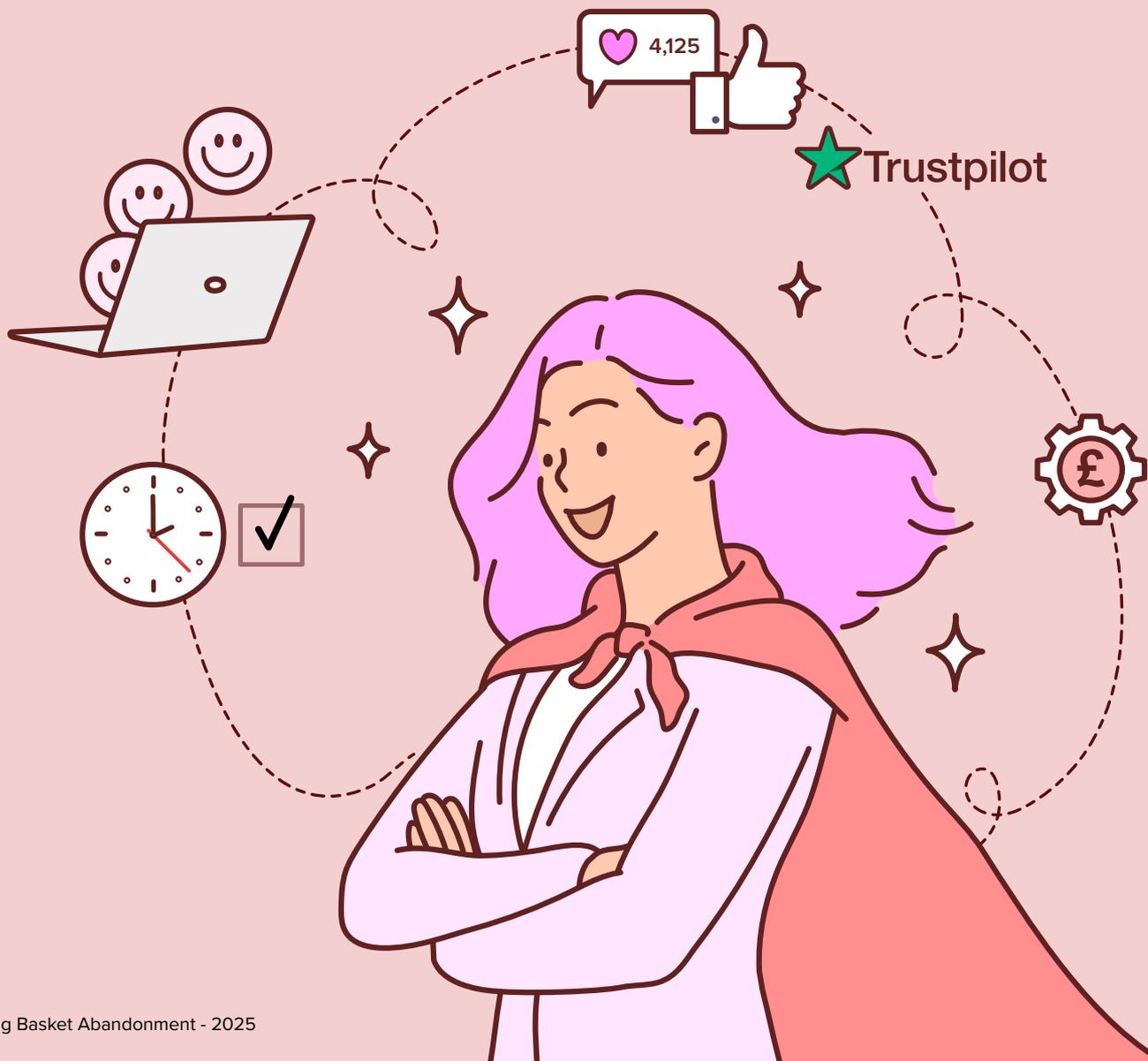
The Power of Multi-Carrier Management

Brands that master multi-carrier delivery see measurable results:

- **Improved reliability:** Orders delivered on time, every time
- **Cost efficiency:** Smart carrier selection = better margins
- **Checkout conversion:** More options = more completed purchases
- **Customer satisfaction:** Higher loyalty and repeat purchases

A centralised, tech-enabled delivery platform simplifies multi-carrier complexity – turning delivery into a strategic advantage.

Takeaway: Multi-carrier delivery is no longer optional. It's essential.



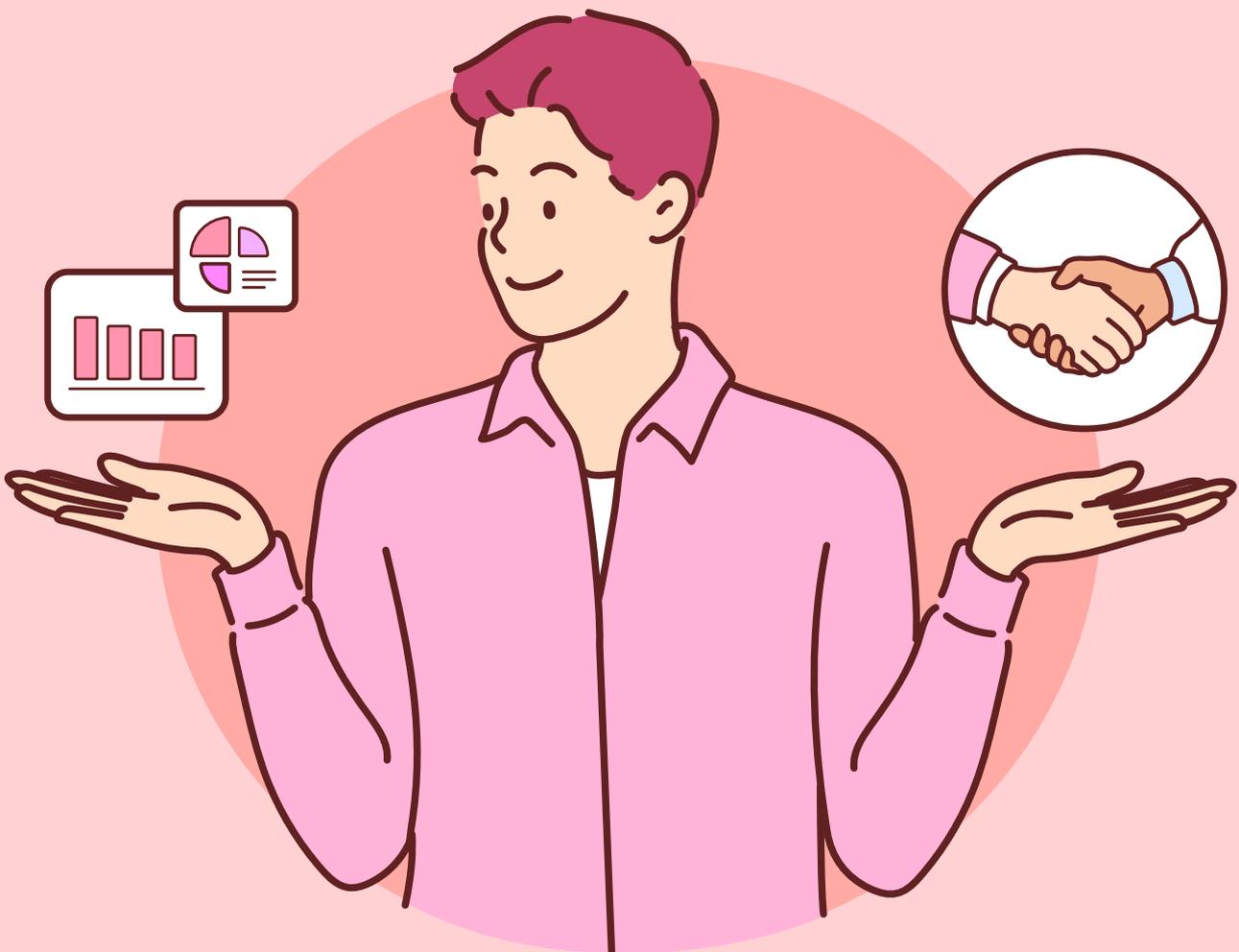
Mid-Market – Big Opportunity, Bigger Risk

Mid-sized brands face a unique challenge: growing expectations but limited infrastructure. Our research shows:

- Only 18% rate themselves “excellent” in managing carrier performance
- Most underinvest in automation and personalised delivery
- Fragmented systems make integration and visibility difficult

But the opportunity is huge. With the right tech and partners, mid-market brands can level the playing field and compete with retail giants.

Takeaway: Scale isn't everything – agility and smart tools are the great equaliser.



5 Quick Fixes to Reduce Basket Abandonment

1. **Offer more options** – next-day, weekend, out-of-home, green delivery
2. **Display delivery info early** – set expectations before checkout
3. **Streamline returns** – make it clear, simple, and reassuring
4. **Integrate tracking** – keep customers informed from dispatch to doorstep
5. **Use data smartly** – personalise delivery options based on purchase history

Takeaway: It's not about overhauling everything – it's about improving key moments.



How ILG Can Help



ILG simplifies multi-carrier delivery with a fully managed platform, trusted by the UK's fastest-growing retailers. We help you:

- Access a vast carrier network with one integration
- Optimise delivery performance and cost
- Reduce complexity and scale effortlessly
- Match delivery promises with operational precision
- Provide customers with the choice and clarity they expect

Whether you're growing, expanding internationally, or just tired of abandoned baskets – we're here to deliver.

Contact us today.

Get Started with ILG Today

Interested in finding out more about our managed multi-carrier delivery solution? Get in touch with our team today to get started, or learn more about ILG here.



Click or scan me



Methodology

This report draws insights from a survey of 2,000 UK consumers conducted in December 2024. Additionally, a B2B survey gathered responses from 100 senior decision-makers at UK retail businesses with a turnover of £3 million or more. Economic modelling and retail sales forecasts leverage proprietary Retail Economics data combined with official national statistics to provide a robust analysis of market trends and projections.

All data and insights courtesy of GFS (an ILG Company) and Retail Economics.



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